

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Tourism Promotion – Released of Advertisement in ‘TravTalk’ News Magazine by M/s. Associated Advertising (P) Ltd., Hyderabad – Publication Charges – Sanction of an amount of Rs.1,50,000/- (Rupees One Lakh Fifty Thousand only) - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 983

Dated:-12-12-2013

Read the following:

1. From Ms. Karishma Khanna, Sr.Manager Marketing, DDP Publications Private Limited, New Delhi, Dated:07-05-2013.
2. Govt.Lr.No.4831/PMU/PRO/2013, of YAT & C (PMU) Department, Dt.28-08-2013.
3. Bill No.PB/000546/13-14, M/s. Associated Advertising (P) Ltd., Hyderabad, Dt.30-10-2013).

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ORDER:

In the letter 1st read above, Ms. Karishma Khanna, Sr.Manager Marketing, DDP Publications Private Limited, New Delhi, has requested to release Back Full Page Colour Tourism Promotion Campaign for Annual issues (Rs.50,000/- x 3 insertions) in ‘TravTalk’ News Magazine. Accordingly, Government have issued a work order for an amount of Rs.1,50,000/- (Rupees One Lakh Fifty Thousand only) for publication of the Tourism Promotion Campaign through M/s. Associated Advertising (P) Ltd., Hyderabad in the reference 2nd read above.

2. In the reference 3rd read above, M/s. Associated Advertising (P) Ltd., Hyderabad, has furnished a bill for an amount of Rs.1,50,000/- (Rupees One Lakh Fifty Thousand only) towards publication of Back Cover Full Page (colour) Tourism Promotion Campaign in ‘TravTalk’ News Magazine and requested the Government for arranging payment.

3. The Government, after careful examination of the matter, hereby accord sanction for an amount of Rs.1,50,000/- (Rupees One Lakh Fifty Thousand only) towards Tourism Promotion Campaign published in ‘TravTalk’ News Magazine.

4. The amount sanctioned at Para 3 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (13) – Advertisement for Promotion of Tourism - 260 – Advertisements, sales and publicity Expenses”.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 3 above, in favour of M/s. Associated Advertising (P) Ltd., through on line. The details of Bank account is as follows:-

Account Name	: Associated Advertising (P) Ltd.,
Account No	: 10725427162
Name of the Bank	: State Bank of India, Patny, Near Sec-Bad-03
IFSC Code	: SBIN0000916
PAN No.	: AACCA9562A

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To,
M/s. Associated Advertising (P) Ltd., Hyderabad
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs

//Forwarded:: By Order//

SECTION OFFICER